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Matching Job Seekers with Job Fairs

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A NEW APPROACH TO WORKING JOB FAIRS BY: MAXIE THOM

THE PURPOSE OF A JOB FAIR IS TO BRING JOB SEEKERS TOGETHER WITH POTENTIAL EMPLOYERS IN AN INFORMAL SETTING. AT THE JOB FAIR, YOUR GOAL IS TO SECURE AN INTERVIEW BY CONVINCING POTENTIAL EMPLOYERS THAT YOU ARE WORTH THE ADDITIONAL INVESTMENT IN TIME AND RESOURCES. THERE ARE THREE KEY ASPECTS THAT YOU SHOULD MASTER TO SUCCESSFULLY WORK A JOB FAIR; PREPARING FOR THE JOB FAIR, ATTENDING THE FAIR, AND FOLLOWING UP AFTER THE FAIR. FORTUNATELY, THERE ARE MANY RESOURCES ON THE INTERNET THAT CAN HELP YOU TO MASTER THESE KEY ASPECTS AND SIGNIFICANTLY IMPROVE YOUR CHANCES TO GET A REQUEST FOR AN INTERVIEW. THIS ARTICLE OFFERS AN ALTERNATIVE APPROACH THAT CAN INCREASE YOUR OPPORTUNITY TO SECURE AN INTERVIEW AND BOOST YOUR JOB SEARCHING NETWORK.

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The conventional approach on working a job fair is to first obtain a list of the participating employers before the job fair; make a tiered list of employers you would like to meet; and research the companies on the list before you attend the fair. Once you get to the fair, get a updated list of

the employers in attendance and the location of their booth; walk around the room a few times to gather additional information from the companies of interest and to also get specific information on the positions they are currently hiring for; review the material and start working through your tiered list of companies. This approach is well suited for the larger companies that have a well developed web site or who are extensively covered by the trade journals or other periodicals within the industry. If you only follow this conventional approach, you may miss out on lucrative opportunities with some of the smaller companies that aren't well known within the industry. Therefore, after you have met with the major companies on your list, visit the smaller companies and you will be amazed at the potential opportunities they may have to offer.



An effective approach to take advantage of this opportunity is as follows: After meeting with the major companies, walk around the room and focus on the displays/presentation materials of the smaller companies. If the name of the company or their presentation material piques your interest, approach the representative with a good handshake, establish eye contact and have a networking resume readily available. Unlike the larger companies, it is acceptable to ask the representative to tell you more about their company and the representative will gladly tout the company's accomplishments and offer information on how they are expanding.

96 Great Interview Questions to Ask Before You Hire

An additional benefit in meeting with the smaller companies is that you are also building up your database for networking. Although you may not be a good fit for the company or the vacant position, someone in your network might be good fit and will greatly appreciate the lead. If others in your job searching network were to follow this example, your time spent searching for the right job could be significantly shortened because networking plays a crucial role in the job searching process. As with the larger companies, following up with electronic copies of a targeted resume and thank you cards will also increase your chances of securing an interview.

30 Minutes ... Before Your Job Interview



30 Minutes ... To Prepare a Job Application

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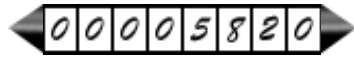
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